

Forest Grove Sustainability Commission Mini-Grant Application

Sponsor (organization, school, committee): Forest Grove Farmers Market

Contact person: Cecelia Warner

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Signature: //s//Cecelia Warner

Project title: Shake & Fold Campaign

Amount requested: \$595

A) Mark all of the goals below which your project meets and explain how:

	Goals	How project meets this goal (be clear & specific)
X	Improve the appearance or environmental quality of the community	Shake & Fold will reduce the amount of waste being hauled to the Columbia Ridge Landfill in Arlington. When less waste is created, less waste is hauled to the Columbia Ridge Landfill. This reduces CO ² emissions in our air thus improving air quality.
X	Reduce the amount or toxicity of waste	<p>Shake & Fold will reduce the amount of waste from single use paper towels by giving people an easy and effective way to dry their hands with just one paper towel.</p> <p>If people currently use two paper towels to dry their hands Shake & Fold gets them to use one, this cuts use by 50%.</p> <p>My goal is to reduce paper towel waste by at least 40% in the schools and businesses.</p> <p><i>I intend to measure paper towel usage by weight at the Forest Grove Community School before Shake & Fold and then for three months after to study the impact of the campaign. I will report my findings to the Sustainability Commission.</i></p> <p>Forest Grove School District purchased \$50,000 worth of paper towels last fiscal year. It is intended that Shake & Fold will save the District money for paper towels as well as reduce their waste hauling fees.</p>
X	Benefit youth, seniors, low-income persons and/or underserved populations.	A major part of this campaign will be aimed at elementary school-age children. Shake & Fold helps develop a lasting and sustainable habit and environmental stewardship that children can apply throughout their lifetime.

FYI, in FY 2014-15, Pacific University spent almost \$29,000 on paper towels. That represents 3,216,00 feet or 625 miles of paper towels that weighed 9 tons. Pacific landfilled 8 tons of paper towels in 2010 so waste has increased.

	Increase reuse and recycling opportunities	N/A
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	Result in rehabilitation or upgrade of real or personal property owned or operated by a nonprofit organization having 501(c)(3) status under the Internal Revenue Service code	N/A
	Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve the public awareness and the opportunities to enjoy them.	N/A

C) Brief description and explanation of how the CEP funds will be used:

Shake & Fold is an easy way to save paper towel waste. Shake & Fold's creator, Joe Smith, discovered that if you shake your hands after washing them you can dry them completely with just one paper towel if it's folded in half. If people used just one paper towel instead of say, two, it would cut paper towel waste in by **50%**. Half of the paper towels currently purchased by local schools and businesses would have to be paid for, saving money as well CO² emissions from trucks delivering paper towels to Forest Grove. With half of the paper towels being thrown away, money will be saved in hauling fees to the landfill and the collateral CO² emissions to the Columbia Ridge landfill in Arlington, Oregon.

The target audience for this project is consumers of paper towels, both young and old in businesses in the Forest Grove community and in the five elementary schools in Forest Grove. For the Shake & Fold Campaign to be impactful, education and awareness are essential. The campaign will be heavily promoted at the Farmers Market Waste Center. Business cards are already being distributed to people visiting the booth. See Attachment B. I will seek to incorporate it into the Adelante Chicas program at Adelante Mujeres.

Joe Smith lives in Portland and has offered to come to Forest Grove and give his presentation at no cost. This could take place in a school or a public location TBD. Watch the video of his TedTalk given at Concordia University by Googling "YouTube TedTalk Shake & Fold."

News releases will be sent to the Forest Grove News-Times and the Washington County Argus to promote the campaign. Digital media will also be used with the creation of a web site to be used in conjunction with social media; Facebook, Twitter and Instagram.

This grant will pay for designing and printing stickers that explain how Shake & Fold works. See Attachment A. **The stickers will be placed on paper towel dispensers in the 207 active businesses in Forest Grove and in the 300 paper towel dispensers in five Forest Grove elementary schools in the Forest Grove School District.** Once the stickers are printed the campaign will be continue to be executed by volunteers.

A study will also be conducted to measure the impact the campaign has had on the paper towel waste created by students in one elementary school.

Proposed Schedule

Project Start Date: September 2016 **Project completion date:** June 2017

D) Estimate how many residents will benefit if this project is funded:

All 23,080 residents currently living in Forest Grove (including Pacific University Students living in Forest Grove) will benefit if the quality of the air is better due to the fewer trucks being driven to deliver as many paper towels to Forest Grove or as many to the landfill thus emitting less CO².

Who will benefit if this project is funded?

Local business owners will benefit economically if they don't have to purchase as many paper towels and don't have to pay to haul as much waste to the landfill. As stated above, the community at large will benefit from fewer trucks emitting CO² delivering paper towels as well as driving to and from the landfill. Also, students in the elementary schools will benefit from the sustainable habits they form in their youth.

E) Projected budget: \$595

Total estimated cost: \$595

How were these costs estimated (quotes, catalog, previous projects, etc.)?:

A professional graphic designer provided a quote based on a sketch I provided. See Attachments A1 and A2.
I obtained print quotes from three printers. See Attachment C.

Categories	Mini-Grant Funds	Sponsor *	Other * (specify)
Personnel Services (explain): Sticker designer fee: \$335 (See attached estimate) <hr/> Volunteer preparation time (40 hrs.) plus volunteer time at the Farmers Market Waste Center (84 hrs.) @ \$23.00/hr. = \$2852 Waste Center has an average of 5 volunteers over the rest of the season (84 hrs.) @ \$17/hr. = \$10,200	\$335		<hr/> Volunteer time \$13,052
Marketing & Publicity (explain):			
Materials & Supplies (explain): Printing: \$260 for 500 stickers by Sticker Mule	\$260		
Other (explain):			
Total	\$595		\$13,647

% of total budget provided by sponsor? 0 %

*** In-kind contribution**

F) Name of organizations that will partner or collaborate with this project:

Forest Grove Farmers Market / Adelante Mujeres, Forest Grove Chamber of Commerce, Forest Grove School District, Washington County Solid Waste and Recycling, Westside Master Recyclers.

G) Is there secure funding for sponsor's share of the total costs including funding from other public or private agencies and what are the sources of funding?

N/A

H) Will the project be completed with the proposed funding or will future funding be necessary?

The project will be completed with the proposed funding.

I) Explain how the project would enhance sustainability in Forest Grove, either economically, environmentally or socially?

By decreasing solid waste, Shake & Fold will environmentally enhance Forest Grove as less material will go into the landfill. It will further reduce CO² emissions from trucks driving more solid waste to the landfill. Local businesses and the elementary schools who engage in the campaign could see cost savings of their paper towel supply. Additionally, by implementing an education component in schools and the community, children can be influenced and new sustainable habits formed causing a lasting effect for years to come.



This is a preliminary version of what the sticker could look like. The astrisks will be replaced with illustrations of 1. shaking hands and 2. a folded paper towel.

Attachment A2.

JOYCE LOVRO GABRIEL

Artist/Graphic Designer

joyce.gabriel@gmail.com

PROPOSAL

project	Shake & Fold "How To" Campaign Sticker Artwork and Layout Design
estimate	\$335 + \$75 per hour beyond designated scope
deliverables	Print ready electronic filed for decal

Attachment B: Business cards I had printed at my own expense. These are being distributed at the Forest Grove Farmers Market Waste Center to promote the campaign to individuals.



Attachment C. Here are prices from four printers that do digital printing on vinyl. Sticker Mule is highly recommended and it has the lowest price:

Printer	Quantity	Price	Quantity	Price	Quantity	Price
Sticker Mule (NY)	500	\$260	1000	\$426	1500	\$575
Treehouse (PDX)	500	\$280	1000	\$500	1500	\$750
*Miracle Sign (FG)	500	\$361	1000	\$446	1500	\$578
S2 Imaging (FG)	500	\$394				

* Price does not include \$20-\$30 shipping fee

+ Miracle Sign subcontracts out to Stouse Printing in Kansas City, MO and they not do print runs under a quantity of 500.